

2012 TransComm Conference Draft Agenda

Sunday, September 30, 2012

3:00 pm to 7:00 pm	Registration
4:00 pm to 5:30 pm	<i>Executive Committee Meeting</i>
6:00 pm to 7:30 pm	Welcome Reception

Monday, October 1, 2012

7:00 am to 5:00 pm	Registration
7:30 am to 8:00 am	<i>Executive Committee Meeting</i>
7:30 am to 8:30 am	Continental Breakfast
8:30 am to 10:00 am	Opening Session Welcome and opening remarks Paul Trombino, Chair of AASHTO's Subcommittee on Transportation Communications Gene Conti, North Carolina Secretary of Transportation North Carolina DOT, host state
10:00 am to 10:15 am	Break
10:15 am to 12:00 pm	Roll Call of the States
12:00 pm to 1:30 pm	Luncheon Keynote Address Gary Davis is a consultant with Dorrier Underwood, as well as a humorous speaker that talks about the truths of networking with stories from his upbringing in Fuquay-Varina, NC. His time in the small town outside of Raleigh awakened him to the true value of guarding your relationships. The stories he tells are poignant and down to earth. They serve as great analogies for connecting, as small town life taught him. Gary has worked with CIOs and business owners to create vision in a networked world. A UNC graduate, he got his start as a high school English teacher, where he first discovered the power of words. Gary will tailor his message to the conference's overall theme: doing more with less.
1:30 pm to 2:25 pm	Breakouts <i>Delegates may choose one of the following options:</i> Tweet! Tweet!: Getting More People to Hear Your Message via Twitter Laura Leslie is an award-winning news reporter who worked for many years in news radio covering politics for NPR stations around the country. But, recently she created media buzz by changing jobs and becoming a multimedia reporter for WRAL-TV in Raleigh. Now, she regularly uses social media to cover the N.C. General Assembly and the state's political landscape. Through blogs and Twitter, she has generated an impressive following. She'll share ideas on how to grow your Twitter audience, tips to get your message retweeted and advice on how to become a "go to" source for citizens. Taking Care of Your Own: How to Improve Communications Inside Your DOT Often times, we focus so much on getting the word out to citizens and stakeholders about key projects and initiatives that we have little time left to communicate with a group that's just as important — our own DOT employees. They number in the thousands and can share positive messages about the department in their day-to-day conversations if they're informed about what's going on within their organization. SAS is a business analytics and software company based in North Carolina that does business around the world. It's consistently rated as the best company to work for in the country by Fortune magazine. SAS Internal Communications Manager Becky Graebe will share how they earned that distinction by communicating in many unique ways with their employees.
2:25 pm to 2:35 pm	Break
2:35 pm to 3:30 pm	Breakouts

Delegates may choose one of the following options:

Preparing for the Zombie Apocalypse: Make Your Message Matter

How many times a year do you promote “Click It or Ticket” or “Booze It & Lose It”? These are important messages, but sometimes, it seems they’re falling on deaf ears. CDC faced a similar problem in May 2011. To get the public to listen to their tired message on emergency preparedness, health communicators devised a public health preparedness campaign around zombies. The campaign went viral and was able to make more than 3.6 billion impressions for just \$87. Health Communication Specialist Maggie Silver will talk about the campaign’s genesis, how the team leveraged social media to spread the word, and how you can create innovative campaigns that captivate the public.

Let’s Get Visual: Using Video to Tell Your Transportation Story without Breaking the Bank

The saying “A picture tells a thousand words” is very true. But, when you make those pictures move, their power to connect with viewers grows exponentially. In a time when we’re all doing more with less, we can save big money by producing our own PSAs, safety messages and project updates, and pushing them out on YouTube. Patrick Cooney of Oregon DOT, Dara Demi of NCDOT and Tamara Rollison of Virginia DOT will talk about how their offices started using video, highlight ways to shoot and edit video easily and affordably, and play examples of videos that garnered thousands of views and successfully explained what a press release could not.

3:30 pm to 3:45 pm

Break

3:45 pm to 4:30 pm

Business Meeting/Lloyd Brown’s AASHTO update

4:30 pm to 5:00 pm

Site Selection Committee Meeting

5:00 pm to 6:30 pm

Sponsored Hospitality

6:45 pm until...

Evening on your own

Option 1: group activity

Option 2: individual activities

Tuesday, October 2, 2012

7:00 am to 7:45 am

Executive Committee Meeting

7:00 am to 8:00 am

Continental Breakfast

8:00 am to 9:00 am

General Session

TransComm Table Talk

Ask regular TransComm participants what they consider the most valuable part of the annual conference, and this is what you’ll hear: the opportunity to talk with their counterparts. They take home just as many great ideas — if not more — from informal conversations with their colleagues as they do the formal sessions. We understand that, and that’s why we’re building time into the schedule this year for the attendees to talk to each other about key topics we face as transportation communications professionals using the table talk concept.

Here’s how it will work: Each participant’s badge will have a designation (color or symbol) on the back, and when they enter the meeting space, they will sit at the table with the centerpiece that coordinates with their badge designation. We’ll assign topics to the designations, so, for example, the “green table” will discuss ways to promote environmental efforts and how to publicly deal with funding challenges. The “red table” will talk about new ideas to stop distracted driving and innovative ways to help drivers “know before they go” about traffic gridlock. The assigned seating will ensure that one table isn’t populated by a single state and the groupings are a good mix of long-time conference-goers and first-time attendees.

9:00 am to 9:45 am

Crisis Management: How to Handle Bad News Better

Not all the news out of DOT is always good news. But, the way we choose to prepare for and respond to that news determines how well it is received by the media and the public. No one knows that better than Chris Shigas, vice president of French, West, Vaughan, a Raleigh public relations firm. He’s handled crisis communication and reputation management for high-profile clients including crisis communication training for a chemical company after a fire caused the evacuation of a town; a nursing home hours after a shooting spree tragedy; and even trained nuclear power plant spokespeople to answer questions about safety following the terrorist attacks on 9/11. Perhaps his highest profile clients are NFL quarterback Michael Vick and hip-hop megastar T.I. Chris will share critical advice and important strategies to help you prevent bad

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news, manage bad news more effectively, and recover after the storm. Joining Shigas is Mike Schoenfeld, vice president of public affairs and government relations for Duke University. He is a veteran of crisis and scandal management in higher education, health care, and foreign policy in Washington and elsewhere. He will discuss the steps to take during a crisis and how to rebuild credibility afterwards. Rounding out the panel is William Peace University political science and communication professor David McLennan. In addition to teaching, he has also directed many political campaigns and specializes in damage control and reputation protection. McLennan can share good and bad examples of how high-profile political figures have handled crises.

9:45 am to 10:00 am

Break

10:00 am to 10:55 am

Breakouts

Delegates may choose one of the following options:

Carmageddon! How CalTrans Kept the World from Ending while Shutting Down the 405

When the California Department of Transportation announced it was closing 10 miles of I-405, one of Los Angeles' busiest roadways, to demolish a bridge in July 2011, people freaked out. They anticipated traffic gridlock of biblical proportions, nicknaming the project "Carmageddon." Citizens posted videos online about the "Carpocalypse," sold t-shirts on Facebook and tweeted about the traffic end of days. In the end, the project wrapped up early, with no real traffic troubles. CalTrans staff will talk about how they alerted drivers of the coming closure, handled the national and international media intrigue about the story, and controlled rumors until the 405 reopened.

Topic Details to be Determined

10:55 am to 11:05 am

Break

11:05 am to 12:00 pm

General Session

Media Panel: Q&A with Reporters

We'd all like to extend the reach of our messages and help inform more people about the work our DOTs are doing. But, sometimes, our press releases and pitches just don't get picked up. Ever wonder why? A panel of seasoned reporters will answer that question and many others to help you grow your coverage and better share your transportation story. The panelists include Katie Arcieri of the *Triad Business Journal*, Becky Johnson of *The Smoky Mountain News*, Bruce Mildwurf of WRAL-TV and Bruce Siceloff of *The News & Observer*.

12:30 pm to 4:30 pm

Host State Luncheon — NASCAR and BBQ

Battle of the BBQs

Decide for yourself which is the best, Eastern Style BBQ or Lexington Style BBQ?

The NASCAR Experience

If you've ever wanted to experience life in the fast lane, here's your chance! Participate in a NASCAR Pit Crew Challenge or test your lead foot in the stock car simulator.

6:30 pm to 9:30 pm

Skills Contest Awards Banquet

Experience the natural beauty of North Carolina, from the mountains to the coast, at the N.C. Museum of Natural Sciences. Join us for cocktails and dinner among stunning exhibits showcasing North Carolina's wildlife, followed by an awards program recognizing the 2012 Skills Contest winners. Dress is cocktail attire.

Wednesday, October 3, 2012

7:30 am to 8:30 am

Continental Breakfast

8:30 am to 10:00 am

General Session

Incident Management: Working Together with NTSB

When major incidents occur, the National Transportation Safety Board often investigates. Although our DOTs are not in charge of the investigation, it's critical that we communicate efficiently and effectively with our counterparts at the federal level to make sure clear, accurate information is getting out to media and the public. NTSB Public Affairs Officer Peter Knudson will discuss the critical nature of communication after these incidents and how to make the back-and-forth flow of information between the state and the feds easy and effective.

Best of the Best: Excel Award Winners Presentation

We can learn a lot from one another, and there are no better teachers at TransComm than the Excel Award winners. Each Excel winner present will take the stage for a few minutes to talk about his/her project and share tips on what made it successful.

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10:00 am to 10:15 am

Break

10:15 am to 12:00 pm

Closing Ceremonies

Vice Chair Report, Dana Alexander Nolfé

Announcement of TransComm 2014 Host State

Invitation to TransComm 2013, Michigan DOT